

## The Comparison of Work Values of Social Media Generations in terms of Giving Importance to Work and Obeying the Rules in Turkey\*

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**Abstract.** Social media networks not only affect every aspects of individuals' life but also affect and change the way of working. The immense power of social media networks has caused changes on the perceptions of the work life of individuals inevitably. It is important to understand the possible differences of social media generations' work values and behaviors toward the work life to monitor the social developments or changes. This research is also expected to contribute some evidences to the discussion of the transformation of work values by means of social media networks. Thus the main of this research is to investigate the the work life values of social media generations: Baby Boomers, Generations X, Y, and Z. The research was carried out in a general survey model and the sample of the research consisted of 516 individuals of different social media generations. The 'the work life scale' which has two sub-scales named as "giving importance to work" and 'obeying the rules' developed by Deniz & Tutgun-Ünal (2019a) was used to collect main data. Some of the major results are as follows: (a) Generation Z that has not worked yet was found to be conventional in 'obeying the rules'; (b) Generation X was found to be far from conventional values in 'giving importance to work'; (c) Females were found to be more conventional than males and prefer to obey the rules. (d) The individuals who use social media '4 hours and more' in daily basis were found to be moving away from conventional values towards the work life. In another word they do not like work rules. (e) Generation Y that has not worked yet found to be moderately near to conventional values whereas the ones working in Generation Y found to be far from conventional work values; (f) Public workers were found to be closer to conventional work values and higher in acceptance of obeying the rules than private sector workers.

**Keywords:** Social media, Generations, X, Y, Z, Baby Boomer, Work Values, The work life.

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## **Introduction**

Communication habits and many ways of working have been transformed in today's world equipped with social media generations. By connecting to online world through widespread mobile technologies, individuals from all ages have done many of their work in these networks. Thus, in the business world where face-to-face communication is required, it has been curious to see the transformation of the values and behaviors of social media generations and the communication between.

Understanding a society requires understanding values since it is the guiding element that forms the basis of the generations and social norms which build the society (Morsümbül, 2014) since values affect behaviors and attitudes. There are so many factors that affect the change of values such as socio-demographic factors, beliefs, personal characteristics and socialization experiences. In today's society, online social media networks, in accordance with its nature, influence value transformation and brings about differences causing generations to be affected by many cultures and values on a global scale, as well. These differences take place in many areas such as private life, the work life, social life, and in line with their acceptance levels, interaction and coexistence can be achieved individually and socially.

The values related to the work life and accordingly, the behaviors and attitudes of the workers emerge as a topic for many research (Aka, 2017; Deniz and Tutgun-Ünal, 2019a; Erdal, 2018; Körelçin, 2018; Sönmez and Süleymanov, 2017; Tutgun-Ünal, 2013). It is known that the concept of working takes new forms and it affects both the workforce employment conditions and the quality of workforce against new employment conditions. (Özyılmaz, Misican & Bedir, 2017). In order to analyze the changes in the work life in many aspects, it has been viewed with a generational perspective in recent years, and it is considered important to analyze the communication and attitudes of generations in the work life.

When the literature is analyzed, we see the conventional career model of the work life and the dynamic career model that has emerged with the effect of globalization in the recent years. These models are used to reveal the changes in the work life. Organizational commitment, stability of certain skills and order and prominence of success criteria are in the foreground in the conventional model, whereas in the dynamic model, workers can create their own career identity independent from their employer or company and work in a more flexible way. Continuous learning and adaptation to changes are the main values in the dynamic career model, and a person who adopts this model can change their sector and even their profession.

Changing demographic compositions of the workforce, changes in individuals' job values, increased economic competition, and new organizational norms that includes employment liabilities create breakouts in the conventional career model (Valcour, 2000; quoted Yılmaz, 2009: 93). According to Özyılmaz, Misican and Bedir (2017), worker must constantly adapt to new developments in the new the work life which is built on the concept of employability with the change of conventional relations by transforming from “interdependence and relative permanence” to “increase in self-confidence and transience”.

In the studies examining the perceptions of career, it is mentioned about the findings that the conventional point of view will be avoided (Hall, 1997: 60, Sullivan, 1999: 57). It is

wondered what kind of differences will occur when the Generation Z who are born with technology, joins the work life, especially in the world where working life is differentiated with the Generation Y. According to Tutgun-Ünal (2013) the characteristics regarding the work life of generations, the Baby-Boomer generation's, whose birth years are between 1946 and 1964, their work loyalty is high and they prefer to live to work. On the other hand, the Generation Y, who were born between 1980 and 1999, stated that they did not like to work in accordance with the rules and working hours in the work life. Since they did not like the authority, they wanted to be the manager or the boss of their own business as soon as possible.

Contextualizing the research by generations provides very important data in terms of value transformation and the understanding of society in many research fields. It is observed that many research on the work life have been done by contextualizing them with generations (Deniz and Tutgun-Ünal, 2019a; Körelçin, 2018; Latif and Serbest, 2014; Özdemir, 2017; Özyılmaz Misican and Bedir, 2017; Türk, 2013).

The concept of the generation was first scientifically addressed by August Comte. Conventionally, a generation is expressed as the average time interval between the births of parents and their children (McCrindle and Wolfinger, 2010: 8-13). Generally, it is stated that the concept of generation arises from time intervals formed with economic and social movements and technological developments worldwide (Berkup, 2014; Latif and Serbest, 2014; Deniz and Tutgun-Ünal, 2019). Especially in Turkey, the subject of generation, which has started to be talked about in the 2000s, took its place with scientific studies in the literature, has now begun to be handled again as social media usage has transformed many areas and ways of doing work, and further evolved to the questioning the transformation of online values and behaviors in the digital world.

When the generation names around the world are examined, we come across five categories. These are; Silent Generation (1927-1945), Baby Boomer (1946-1964), Generation X (1965-1979), Generation Y (1980-1999) and Generation Z (2000 and later) (Berkup, 2014; Deniz and Tutgun-Ünal, 2019a; Dewanti and Indrajit, 2018; Ekşili and Antalyalı, 2017; Taş, Demirdöğmez and Küçüköğlu, 2017; Toruntay, 2011; Tutgun-Ünal, 2013; Zemke et al., 2013).

It is stated that in order to understand the perspectives and working styles of different generations and to prepare the ground for a healthy cultural structure, it is necessary to make a classification between generations (Adıgüzel, Batur and Ekşili, 2014: 170). Although there is no sharp transition between them, those who born near the given date range may also be affected by the mentioned generation (Kayacan, 2016: 81; Tutgun-Ünal, 2013). Differences such as emotions, thoughts, perceptions and goals which are caused by the effects of cultural, social and economic events that occur during the period when generations are raised create differences between generations by causing misperceptions and misinterpretations. (Tolbize, 2008: 13).

The value transformation of generations is affected by many variables. As a result of the intense use of social media, the value system of the person, who applies some of his behaviors and values which he gained online to his daily life, is affected. It is said that the geography where a person was born and grew up is influential in the formation of many personal values (Öztürk, 2017). On the other hand, in a study that emphasizes the importance

of the work life balance, it is emphasized that the work life imbalance causes significant changes and negativities in individuals' attitudes and behaviors (Akin, Ulukök & Arar, 2017).

When the literature is examined, it is stated that the work-life balance has been scientifically addressed in the literature in the last two decades due to the advances in technology and demographic changes such as the increase in women with children in the workforce (Wang and Verme, 2012: 407). In addition, the limited number of studies to examine the work life and value transformation in the dimension of communication between generations draws an attention, and it is important to address all generations together in work areas where different age groups coexist and interact.

In this context, according to Latif and Serbest (2014), a significant part of the problems experienced in today's workplaces where different age groups live together arise from differences in perception, method, application and communication between generations. Thus, considering that there may be adaptation problems for those who born in 2000 and after, business management have already taken the Z generation to their agenda and started to raise the managers of other generations that will manage them. In this context, it is important to manage conflicts with intergenerational differences in terms of effectiveness, success and efficiency criteria which are desired to be reached in organizations (Aka, 2017).

In the studies, it is seen that the differences of generations according to the use of technology in the work life are also mentioned. It is stated that technology was not widespread during the period of the Baby Boomer Generation, whom were born between 1946 and 1964, and therefore it was necessary for them to do and produce their own work by themselves, and it was emphasized that the X generation tried to adapt in the workplace because they met the technology later on (Tutgun-Ünal, 2013). In this context, it can be said that generations that meet technology earlier and even those born with technology and older generations differ in terms of technology usage in the workplace. In a study, it is stated that Generation Y professionals are more likely to use their social networks in the process of finding staff than Generation X professionals (Erdal, 2018).

In order to effectively manage workers from different generations, today's and future workers can be protected by designing human resources management practices and strategies that meet the expectations, needs and wishes of each generation (Cogin, 2012: 2288-2289). In the study of Körelçin (2018), which investigates whether there is a difference between workers of different age groups (generations of X and Y) who are doing the similar works in the same environment, their communication status, job satisfaction, perceptions towards work, it has been found that the general well-being of the X generation workers was high in the organization.

Changes in the systems affect the perspectives and views of people with the effect of digitalization. On the other hand, generations that are exposed to these effects should work together in the same workplace. According to Aka (2017), although younger generations are more difficult to adapt to innovations as a result of their traditions and lifestyles, younger generations adapt to innovations and developments faster. As a natural consequence of this situation, communication-based generation differences, such as inability to understand each other due to personal characteristics and lifestyle, occurred between adult and young generations. Naturally, there are differences in the communication of generations working

together in the work life with the effect of digitalization, and diversity in work values such as giving importance to work, job loyalty, work order and rules.

In this study, it is aimed to investigate the differences of generations in the work life due to the intensive use of social media by individuals of all ages since social networks affect the values and behaviors of individuals globally. Thus, “Comparison of work values of social media generations in terms of giving importance to work and obeying the rules” constituted the problem sentence of the research.

### **Purpose**

The aim of the study is to examine the social media generations’ work values in the context of giving importance to the work and obeying the rules. In order to make comparisons for generations for this purpose, answers to the following research questions were sought.

1. How close are the work values of social media generations to conventional values?
2. Do the work values of social media generations differ?
3. Do the work values of social media generations differ according to gender?
4. Do the work values of social media generations differ according to their daily social media usage time?
5. Do the work values of social media generations differ according to whether they are employed or not?
6. Do the work values of social media generations differ according to working in the public or private sector?

## **METHOD**

### **Research Model**

Since the study aims to analyze the work values of generations in terms of various variables, the general survey model was used for revealing the existing situation. According to Karasar (2018), general screening models are used to reveal the existing situation in a universe containing large number of elements.

### **Research Sample**

The sample consisted of 516 participants, 57% of whom were women (n: 294), and 43% of men (n: 222) who were considered to be in different generations. Thus, the sample was determined through appropriate (accessible) sampling and is given in Table 1.

Table 1. The distribution of research sample in terms of generations

Generations	Year Range	n	%
Silent Generation	(Before 1946)	-	-
Baby Boomers	(1946 – 1964)	30	5,8
Generation X	(1965 – 1980)	34	6,6
Generation Y	(1981 – 1999)	183	35,5
Generation Z	(2000 – 2020)	269	52,1

395 people (76.6%) of the sample are groups that are still students. Accordingly, the rate of high school students is 14.4%; 17.7% of undergraduate students; the rate of graduate students is 9.4%; the rate of doctoral students is 1.3%. The proportion of Z generation participants who are still studying at secondary school and are not yet in business life is 52.1%.

When the last schools that they graduated were questioned, 45.5% of the sample have undergraduate degree, 16.5% high school diploma, 12.4% graduate degree, 11.6% doctorate degree, 8.3% of them are graduates of college, 4.1% have secondary school diploma, 1.7% have primary school diploma.

### **Data Collection Techniques**

In the research, data were collected with the Personal Information Form, which contains questions about various demographic features, and the "The work life Scale" which is developed by Deniz and Tutgun-Ünal (2019a).

**Personal Information Form:** In the study, the data of the participants such as birth year, gender, daily social media usage time, working status whether in the public or private sector were collected by an information form organized by the researchers.

**The Work Life Scale:** The Work Life Scale (WLS) is developed by Deniz and Tutgun-Ünal (2019a) and it consists of two sub-scales, namely "Giving Importance to Work" and "Obeying the Rules". While giving importance to work sub-scale includes the importance that the person gives into his/her the work life and job, the effort to be permanent in the workplace where he/she works and his/her dedication to the workplace where he/she works; obeying the rules sub-scale includes the orientation or preference of the working environment to be disciplined and regular. The high score obtained from the work life scale shows that they are impatient to rise in work, that the work is not an important part of their life, and that the job loyalty and commitment is low and a disciplined work with clear rules is not preferred.

1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>th</sup>, 4<sup>th</sup> and 5<sup>th</sup> items of the WLS which were included in Annex-1 measure the "Giving Importance to Work", whereas 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> items measure "Obeying the Rules" dimension.

All items (1<sup>st</sup> to 5<sup>th</sup>) in the WLS's "Giving Importance to Work" sub-scale and 7<sup>th</sup> and 8<sup>th</sup> items in the Obeying the Rules sub-scale should be scored in reverse.

WLS is a 5-point Likert type scale and the participation in the items was organized with the options of "never", "rarely", "sometimes", "often" and "always". The Cronbach  $\alpha$  internal consistency coefficient was 0.68 in the total of the scale, and 0.64 in the "Giving Importance to Work" and 0.47 in the "Obeying the Rules".

### **Data Collection and Analysis**

In the research, the data were collected from the generations available in accordance with the principle of volunteering. In order to fill out the questionnaire form, an average of 15 minutes was sufficient. Data collection was carried out in 5 weeks.

Work values are graded as "Near to the Conventional Values", "Medium Level" and "Far from the Conventional Values" by dividing the range into 3 by obtaining the lowest score and the highest score from each item of the WLS. For the sub-scales, the related items were also graded in the same way, and "Giving Importance to Work" and "Obeying the Rules" values were set (Table 2).

Table 2. Ranges of the work life Scores

	Obedying the Rules	The work life Scale	Value
5-8	3-7	8-18	Near to the Conventional Values
9-11	8-11	19-29	Medium Level
12-15	12-15	30-40	Far from the Conventional Values

SPSS 18 (PASW) statistics program was used to analyze the data, and various techniques such as frequency, t-test, and variance analysis were used.

## RESULTS

In this part of the study, the work values of 516 participants, consisting of the X, Y, Z and Baby Boomer generations, where the WLS was applied, were statistically examined in the light of the research questions.

### Results regarding the work values of social media generations

Firstly, in the research, analyses to determine the level of work value levels of social media generations were made in line with the scores obtained from the total of the work life scale and sub-scales which are given in Table 3.

Table 3. Work Value Scores of Generations

Sub-scale/Scale	n	$\bar{X}$	sd
Giving Importance to Work	516	11,50	3,74
Obedying the Rules	516	6,90	2,61s
WLS	516	18,40	5,33

When Table 3 is examined, the work values of all generations have emerged in line with the sub-scales and the scores obtained from the whole scale. The fact that the score obtained from the WLS was 18,40 revealed that all generations were closer to conventional values in their the work life.

The fact that the score obtained from the giving importance to work sub-scale was 11,50 showed that all generations adopt conventional values in the work life at a medium level, that is, they accept medium belonging by ensuring continuity in their the work life.

The score obtained from the obeying the rules sub-scale was 6,90 and it showed that all generations were near to conventional values in terms of obeying the rules. Therefore, it can be said that generations have a positive attitude in complying with the rules which are set in the workplace.

### Results regarding the difference of the work values of social media generations

In order to determine whether the work values of social media generations differ or not, the scores obtained from the WLS and sub-scales were analyzed by one-way analysis of variance and are given in Table 4.

Table 4. The Difference of Generations' Work Values

Sub-scale/Scale	Generations	n	$\bar{X}$	sd	F	p	Difference
Giving Importance to Work	Baby Boomer	30	10,43	3,78	1,42	,23	-
	X	34	12,00	3,42			
	Y	183	11,77	3,59			
	Z	269	11,37	3,86			
	Total	516	11,50	3,74			
Obeying the Rules	Baby Boomer	30	7,66	3,18	2,35	,07	-
	X	34	7,32	2,55			
	Y	183	7,08	2,47			
	Z	269	6,63	2,62			
	Total	516	6,90	2,61			
WLS	Baby Boomer	30	18,10	5,73	1,26	,28	-
	X	34	19,32	4,86			
	Y	183	18,85	5,13			
	Z	269	18,01	5,48			
	Total	516	18,40	5,33			

When Table 4 is examined, generations did not reveal any difference in terms of work values in WLS and its sub-scales. Although there was no difference in the Obeying the Rules, it is observed that the mean score of the Generation Z was the lowest. Accordingly, it is noteworthy that Generation Z, who have not join the work life yet, have a conventional attitude towards obeying the rules in the work life, meaning that they adopt a workplace with rules. Further, Generation Z score was the lowest in the total WLS.

In addition, the other outstanding result is in the sub-scale of giving importance to work. When the ranges in Table 2 are taken into consideration, the fact that the average score of Generation X is 12 indicates that they are far from the conventional values in terms of giving importance to work. Accordingly, it can be said that they have a negative opinion about job loyalty and work continuity.

When looking at the total of The work life Scale, although all scores are near to each other and all generations are near to the conventional values, it is revealed that the Generation X is neither near nor far away from the conventional values, meaning that it is at a medium level.

### **Results regarding the difference of the work values of social media generations based on gender**

In order to determine the difference of work values of social media generations based on gender, the scores obtained from the WLS and sub-scales were analyzed with the independent group t-test and the data obtained are given in Table 5.

Table 5. The Difference of Generations' Work Values Based on Gender

Sub-scale/Scale	Gender	n	$\bar{X}$	sd	df	t	p
Giving Importance to Work	Female	294	11,24	3,52	514	1,81	,07
	Male	222	11,84	4,00			
Obeying the Rules	Female	294	6,54	2,47	514	3,60	,00
	Male	222	7,37	2,73			
WLS	Female	294	17,78	4,95	514	3,03	,00
	Male	222	19,22	5,71			



When Table 5 is analyzed, significant differences were observed in the obeying the rules sub-scale ( $t=3,60$ ;  $p<0.01$ ) and in the total scale ( $t=3,03$ ;  $p<0.01$ ), and it showed that the work life values of women are more conventional than men. In terms of obeying the rules, it has been revealed that women are more conventional than men. Accordingly, it has been determined that women adopt a workplace with rules and have a positive attitude towards work continuity and job loyalty. There was no gender difference ( $t=1,81$ ;  $p>0.05$ ) in the giving importance to work sub-scale.

In the detailed examinations carried out in terms of generations, it is determined that the women of the Generation X differ in the dimension of giving importance to the job compared to men ( $t=3,05$ ;  $p<0.05$ ), and the women of the Generation Y differ from men in terms of obeying the rules ( $t=3,53$ ;  $p<0.05$ ) that is, in both situation women are more prone to having conventional values than men.

In terms of generations, no gender difference was found in Baby Boomer Generation and Generation Z ( $p>0.05$ ). It can be said that the difference of work values by gender is only the reflection of the difference in the X and Y generations.

### **Results regarding the social media generations' acceptance of diversity based on daily social media usage periods**

In order to determine the difference of the work life values of social media generations according to daily social media usage, one-way analysis of variance, LSD test, Acceptance of Diversity Scale and the scores obtained from the sub-scales were used to analyze the differences and the data obtained are presented in Table 6.

Table 6. The Difference of Work Values Based on Daily Social Media Usage

Sub-scale/Scale	Generations	n	$\bar{X}$	sd	F	p	Difference
Giving Importance to Work	Less than 1 hour	137	11,42	4,02	,88	,45	-
	1-3 hours	232	11,39	3,43			
	4-6 hours	85	12,07	4,09			
	More than 7 hours	24	10,95	4,68			
	Total	478	11,50	3,79			
Obeying the Rules	Less than 1 hour	137	6,43	2,46	3,26	,02	Less than 1 h. < 4-6 h.
	1-3 hours	232	6,93	2,55			
	4-6 hours	85	7,44	2,85			
	More than 7 hours	24	7,54	2,65			
	Total	478	6,91	2,60			
WLS	Less than 1 hour	137	17,85	5,46	1,71	,16	-
	1-3 hours	232	18,32	4,99			
	4-6 hours	85	19,51	5,85			
	More than 7 hours	24	18,50	6,39			
	Total	478	18,41	5,37			

According to Table 6, it showed that those who use social media less than 1 hour a day are closer to the conventional values based on obeying the rules in the work life than those who use it for 4-6 hours, that is, they adopt the rules, whereas those who use it for 4 hours or

more are far from the conventional values meaning that, they do not like having rules ( $p < 0.05$ ).

### **Results regarding the difference of social media generations' work values based on employment status**

Independent group t-test was conducted to determine the difference of the work values of social media generations based on their employment status and the data obtained are given in Table 7.

Table 7. The Difference of Generations' Work Values Based on Employment

Sub-scale/Scale	Working Status	n	$\bar{X}$	sd	df	t	p
Giving Importance to Work	Yes	161	11,94	3,70	504	1,75	,08
	No	345	11,31	3,76			
Obeying the Rules	Yes	161	7,38	2,52	504	2,99	,00
	No	345	6,64	2,61			
WLS	Yes	161	19,32	5,16	504	2,68	,00
	No	345	17,96	5,38			

In Table 7, it has been found that the generations working in a job differ in obeying the rules and in the total of the WLS compared to those who do not work. Accordingly, it is determined that the generations working in a job, that is who are a part of the work life, are a little more far from the conventional values than those who do not. However, when the average scores are examined, it is seen that the difference is not very high and the scores are near to each other. It is seen that in both cases, those who work and those who do not, are near to having conventional values.

It was determined that the difference in the total of the WLS was slightly more pronounced, and the work values of those who work were less conventional than those who do not. It can be said that the generations that do not work in a job at the moment are near to having more conventional values.

In the analyzes conducted in terms of generational differences, significant difference was observed in Generation Y ( $t=2,37$ ;  $p < 0.05$ ). According to this, it is found that the Generation Y, who work in a job, adopts less conventional values ( $X=12,28$ ) based on giving importance to work, whereas the non-working Generation Y is closer to adopting the conventional values ( $X=11,00$ ). When average scores are taken into consideration, it is seen that Generation Y is not very near to conventional values in both cases. It was revealed that the non-working Generation Y was neither near nor far from adopting the conventional values, that is, it was moderately conventional, nor the workers were far from the conventional values.

Whether or not working between other generations made no difference, only 4 people in the Generation Z who work were encountered. For this reason, naturally, no comparison has been made.

### Results regarding the difference of social media generations' work values according to working in the public or private sector

Independent group t-test was conducted to determine the difference of the social media generations' work values according to their working status whether it is in the public or in the private sector. The data obtained are given in Table 8.

Table 8. The Difference of Work Values Based on Public/Private Sector

Sub-scale/Scale	Public/Private Sector	n	$\bar{X}$	sd	df	t	p
Giving Importance to Work	Public	74	11,54	3,21	153	1,48	,14
	Private Sector	81	12,38	3,79			
Obeying the Rules	Public	74	6,56	2,05	153	3,53	,00
	Private Sector	81	7,92	2,65			
WLS	Public	74	18,10	4,20	153	2,81	,00
	Private Sector	81	20,30	5,40			

In Table 8, it is seen that there is a difference in obeying the rules sub-scale ( $t=3,53$ ;  $p<0,01$ ), and in the total of the WLS ( $t=2,81$ ;  $p<0,01$ ). Accordingly, it has been determined that the public workers are closer to adopting the conventional values than private sector workers in terms of obeying the rules in the work life values. In other words, public workers have been found to have more positive attitude in obeying the rules and ensuring continuity.

In line with the scores obtained from the total of the WLS, it was revealed that the work life values of private sector workers' closeness to the conventional values was at a medium level with acceptance of a workplace with rules and discipline, whereas the public workers' work values were closer to the conventional values.

In the analysis of generations, the difference regarding the Generation Y workers who work in the public and private sectors was found and is given in Table 9.

Table 9. The Difference of Generation Y's Work Values Based on Public/Private Sector

Generation	Sub-scale/Scale	Public/Private Sector	n	$\bar{X}$	sd	df	t	p
Y	Giving Importance to Work	Public	52	12,05	3,13	104	,92	,358
		Private Sector	54	12,70	3,99			
	Obeying the Rules	Public	52	6,48	2,02	104	3,56	,001
		Private Sector	54	8,01	2,39			
	WLS	Public	52	18,53	4,07	104	2,32	,022
		Private Sector	54	20,72	5,47			

When looked at Table 9, a significant difference was found in the obeying the rules sub-scale ( $t=3,56$ ;  $p<0.05$ ). It was revealed that the Generation Y working in the public sector adopted more conventional values, that is, preferred work environments with rules and certain order, while those working in the private sector adopted the rules and order at a medium level.

As for the total of WLS, it is concluded that the Generation Y working in the private sector is more far from adopting conventional values ( $t=2,32$ ;  $p<0.05$ ) than those who work in the public sector.

It was observed that the status of working in the public or private sector does not make any difference among other working generations.

## **CONCLUSION AND DISCUSSION**

In the research, "The work life Scale" (WLS) which was developed by Deniz and Tutgun-Ünal (2019a) was applied to 516 participants consisting of Baby Boomer, Generation X, Y, and Z, which are named as social media generations.

First of all, it is determined how social media generations are near to conventional values in the work life in line with the dimensions of giving importance to work, obeying the rules and the total scores that they got from The Work Life Scale ( $X=18,40$ ). Accordingly, it was revealed that all generations were "near to conventional values" in the work life. The closeness to conventional values in the work life refers to high level of job loyalty, the acceptance of a promotion after a certain time by ensuring continuity in the work and complying with working hours, rules and certain work order in the work life.

When the sub-scales are examined, the score that all generations ( $X=11,50$ ) have from giving importance to work sub-scale showed that they are neither near nor far away from conventional values. In other words, they adopt a medium level of continuity in the work and have a medium level of job loyalty. On the other hand, the score of obeying the rules revealed that the generations adopt workplaces with rules and certain order, and that they were near to the conventional values ( $X=6,90$ ).

In the research which was conducted with the managers from generations of Baby Boomer, X and Y, Aka (2017) found that all generations have organizational commitment levels which are emotional, normative, and continuity in the public and private sector the work life. This result can confirm that the generations have the characteristics that can be stated as closeness to having conventional values.

In the comparisons made to determine the generational differences, there was no significant difference. When the WLS and sub-scale scores of the generations are examined, it is noteworthy that the average score of Generation Z is the lowest, especially in terms of obeying the rules. In this context, it has been revealed that the Generation Z, who is not yet in the work life, has a conventional attitude towards obeying the rules, that is, adopting a workplace with certain working hours and rules. This was reflected in the total of the WLS, and Generation Z is the nearest to the conventional values.

Since Generation Z does not work yet, it is a matter of curiosity what will their attitude towards the work life be like. It was stated that this generation, which was born with technology, will display features like being impatient, distracted and high tendency to develop technology addiction in the work life whereas the results of this research showed the opposite when they were asked. The result of this research should be evaluated as a guess for

Generation Z, who has not yet join the work life, and it should be taken into consideration that they can change when they are in the work life. More precise results will emerge in the future, when determinative studies are carried out by observing their behaviors about giving importance to work and especially obeying the rules.

The score that Generation X received from the sub-scale of WLS, giving importance to work, was also quite significant ( $X=12$ ). It is seen that Generation X is far from conventional values, that is, they are giving importance to work conditions instead of job loyalty, and considering a change of jobs when they find a job in better conditions. Looking at the total of the WLS, it is noteworthy that although all generations are located in the region of being close to the conventional values, Generation X is neither near nor far from conventional values by staying in the middle.

In the gender-based comparison, it was found that the work life values of women were near to the conventional values and made a significant difference compared to men in the total of WLS. It was revealed in the sub-scale of obeying the rules that women are more conventional than men and adopt the rules. There was no difference in gender in terms of giving importance to work. In giving importance to work, the scores of women and men are near to each other and it is concluded that they are neither near nor far from the conventional values, that is, they have a medium level of job loyalty.

In another study of managers, male managers were found to have significantly more organizational commitment than female managers (Aka, 2017). In this case, it can be thought that the responsibilities and compliance with the rules of being a manager may make a difference. However, some studies in the literature emphasize that female workers show more organizational commitment than men (Angle and Perry, 1981; Hrebiniak and Alutto, 1972).

On the other hand, there are also studies that offer different perspectives about women. In a study, it is suggested that female workers place more emphasis on family life and home-related duties and roles than male workers, causing organizational careers and values to remain secondary (Varlı, 2014: 24).

In order to question whether work values are affected by the use of social media, the daily social media usage of the generations and WLS scores were compared. Accordingly, it has been revealed that those who use social media less than 1 hour a day are near to conventional values in the work life and adopt the rules. In the research, social media use for 4 hours a day was determined as a breaking point for finding whether social media use affects the work life values or not. Thus, it was revealed that the individual, whose usage of social media is for 4 hours or more per day, moves away from conventional values in the work life.

In the research conducted by Deniz and Tutgun-Ünal (2019b), Acceptance of Diversity Scale was applied to 516 participants who consisted of generations using social media and it was found that the daily social media usage affects conventionalism. According to this, different religious/ethnic structures of generations using social media less than 1 hour per day were found to be low in tolerance, while those using social media for 4 hours or more were found to be high in tolerance to differences. It can be seen that the daily usage of social media for 4 hours or more affects both the acceptance levels towards differences that are seen in real life (religious/ethnic structures, outlooks and different opinions) and conventional values in the work life.

On the other hand, in the study which also includes young generations, it has been found that the work life values differ whether they are still employed or not. Especially the Generation Z, which has not worked yet, has turned out to be near to conventional values. When the Generation Y was examined, the part of this generation who works was found to be distant from conventional values, while the part that did not work yet was found to be at a level that is neither near nor distant from conventional values. Thus, it can be said that it is at a medium level.

When sector differences are questioned, the closeness of generations to conventional values based on working in the public or private sector is examined. The results showed that public workers are closer to conventional values than private sector workers in terms of obeying the rules and the work life values. In other words, public workers have been found to have more positive attitude in obeying the rules and ensuring continuity in a job. It is concluded that private sector workers are neither near nor distant to conventional values, but are moderately conventional.

Finding that the public sector worker generations are near to conventional values which means job loyalty and ensuring continuity was in parallel with the results of other research (Aka, 2017; Sığrı, 2007), which reported that the public sector workers were found to have higher continuity commitment compared to the private sector workers. In these studies, it is stated that private sector workers feel emotional loyalty in order not to lose their job rather than their commitment to continue to work in their institution.

When the literature is analyzed, it is seen that Generation Y is thought to be the generation where the differences are seen most clearly (Tutgun-Ünal, 2013). In this study, one of the differences revealed by Generation Y was found in the comparison of public and private sectors. Moreover, the Generation Y working in the private sector is distant from the conventional values compared to those working in the public sector and there was a lack of difference among the other working generations.

As a result of the research, it has been revealed that the work life values differ among generations and accordingly they have different behaviors and attitudes in the context of giving importance to work and obeying the rules. It was concluded that the increase in the use of social media due to the effect of digitalization also affected the work life values. It is noteworthy that the generations with low daily social media usage adopt conventional values. The difference that the Generation X makes in giving importance to the work among working generations has shown that they will make their choice in this direction when they find a job under better conditions. This situation has revealed that they are distant from conventional values and give importance to work conditions instead of job loyalty.

In conclusion, generations are mentioned in many studies in the literature; however, considering the results that are reached with this research, it has become necessary to update the determinant characteristics of the work life of the generations by considering the current research results. It is obvious that the online value transformation created by new media platforms such as social media on a global scale cannot be ignored in the work life. In order to understand the effects on young generations who use technology intensively in the work life, continuing studies covering all generations are required periodically.

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## Annex-1. The work life Scale (WLS)

Item No.	Items	Never	Rarely	Sometimes	Often	Always
1	I believe that I have to stay at the same institution and work for a certain period of time to advance in my career.					
2	I believe that it is necessary to be patient and work in order to be promoted at the work.					
3	The work life is the most important part of life.					
4	Working for many years in the same job gives me security.					
5	I would work hard for the success of the institution/group I am in, even though the monetary provision is not sufficient.					
6	I think that it is not suitable for me to do things with clear rules and working hours.					
7	I prefer a job with clear and regular working hours.					
8	I would like to work in a place where discipline is at the forefront.					